

SCIENCE FORUM
JUNE 2, 2004

A faint, light-colored architectural sketch of a house serves as a background. The sketch includes a front door, several windows, and a small dormer. Various parts of the house are marked with small hexagonal icons containing the number 6, which are the Energy Star labels. A small Energy Star logo is also visible on the left side of the sketch.

***EPA'S PROPOSED
IAQ LABEL FOR HOMES***

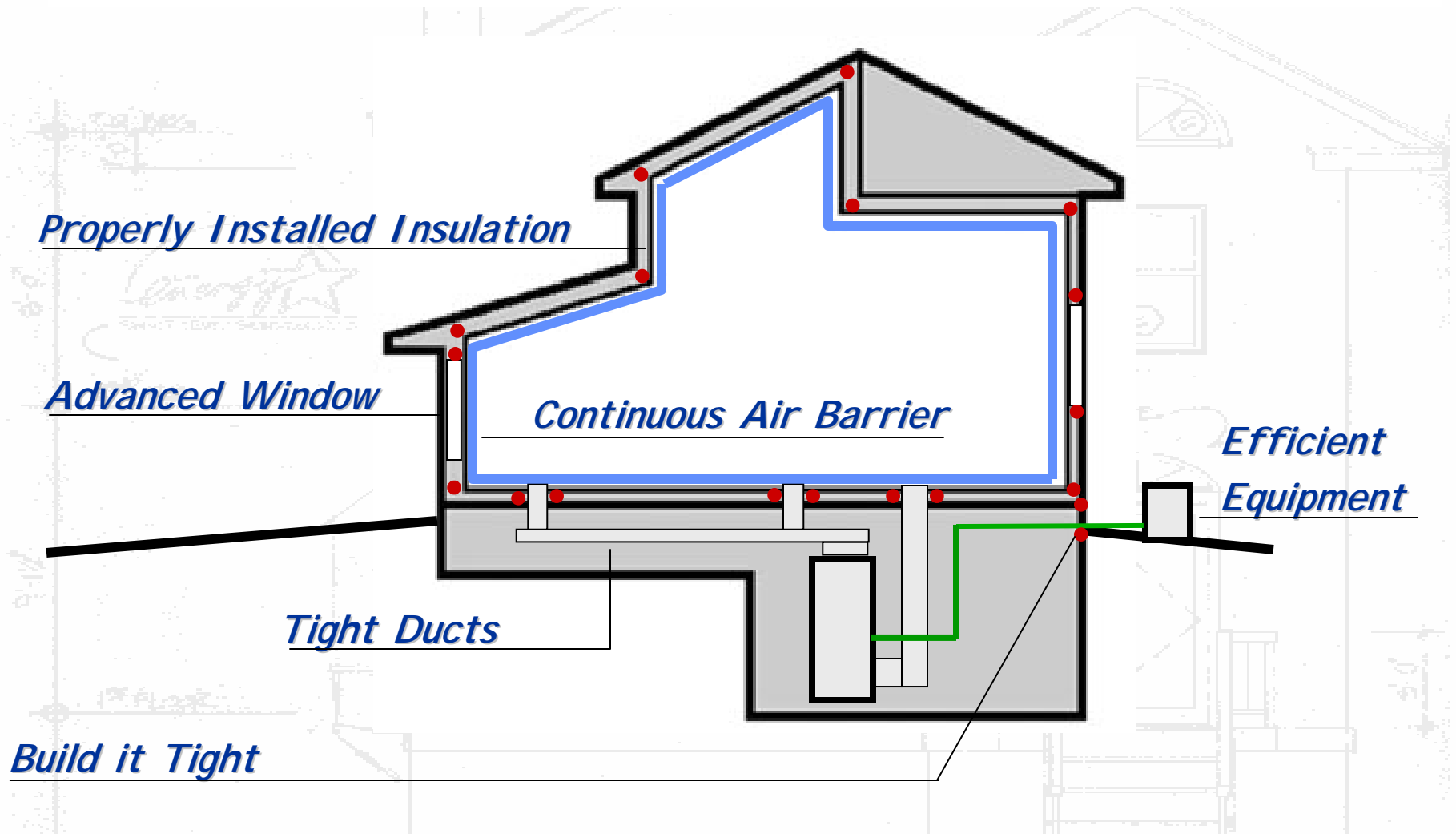
PLATFORM: ENERGY STAR FOR HOMES



- ***Voluntary***
- ***Credible***
Government-Backed Label
Third-Party Verified
- ***Truly Energy Efficient***
30% > MEC, and 15% > State Code

ENERGY STAR LABEL FOR HOMES

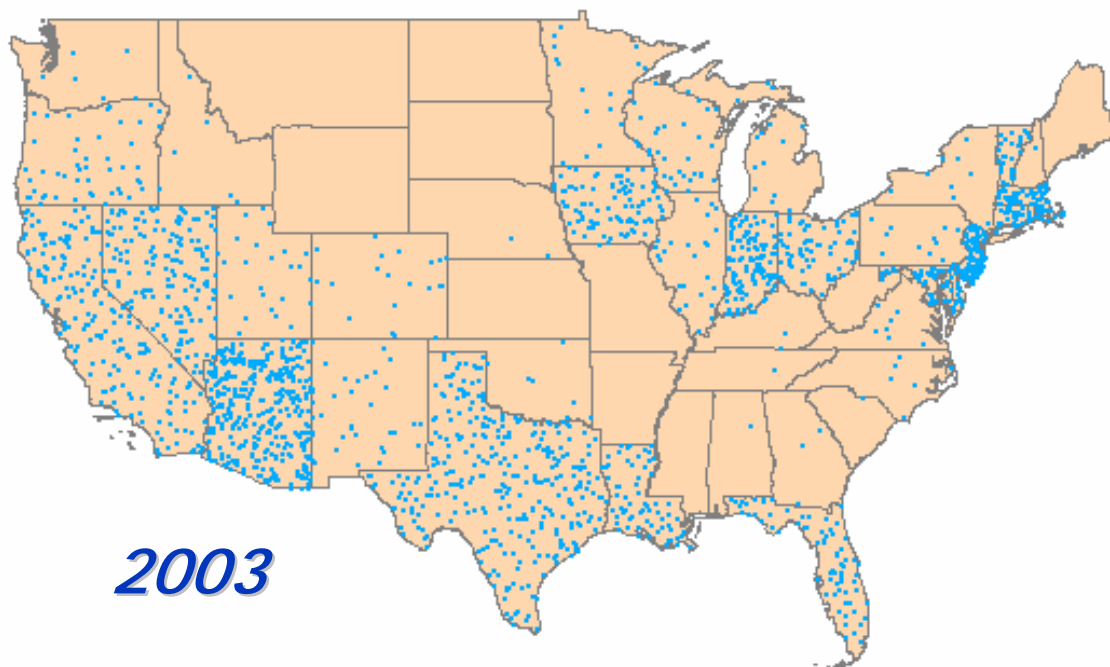
TYPICAL MEASURES



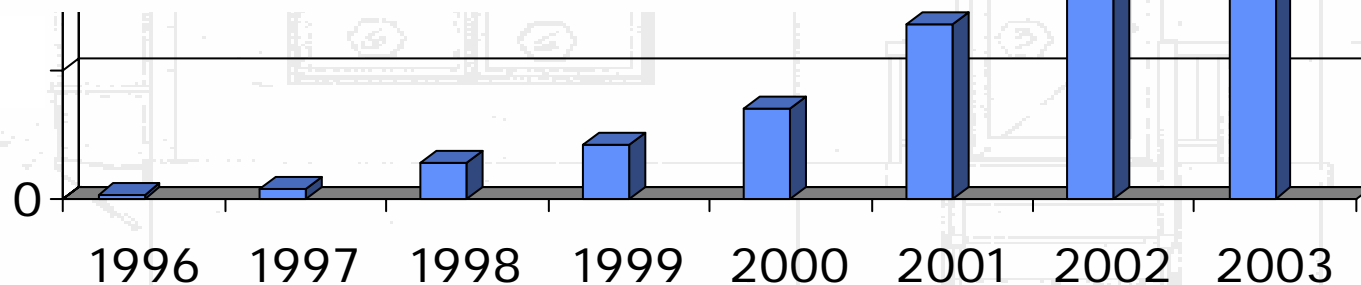
ENERGY STAR LABEL FOR HOMES GROWTH



Each dot = 50 labeled homes



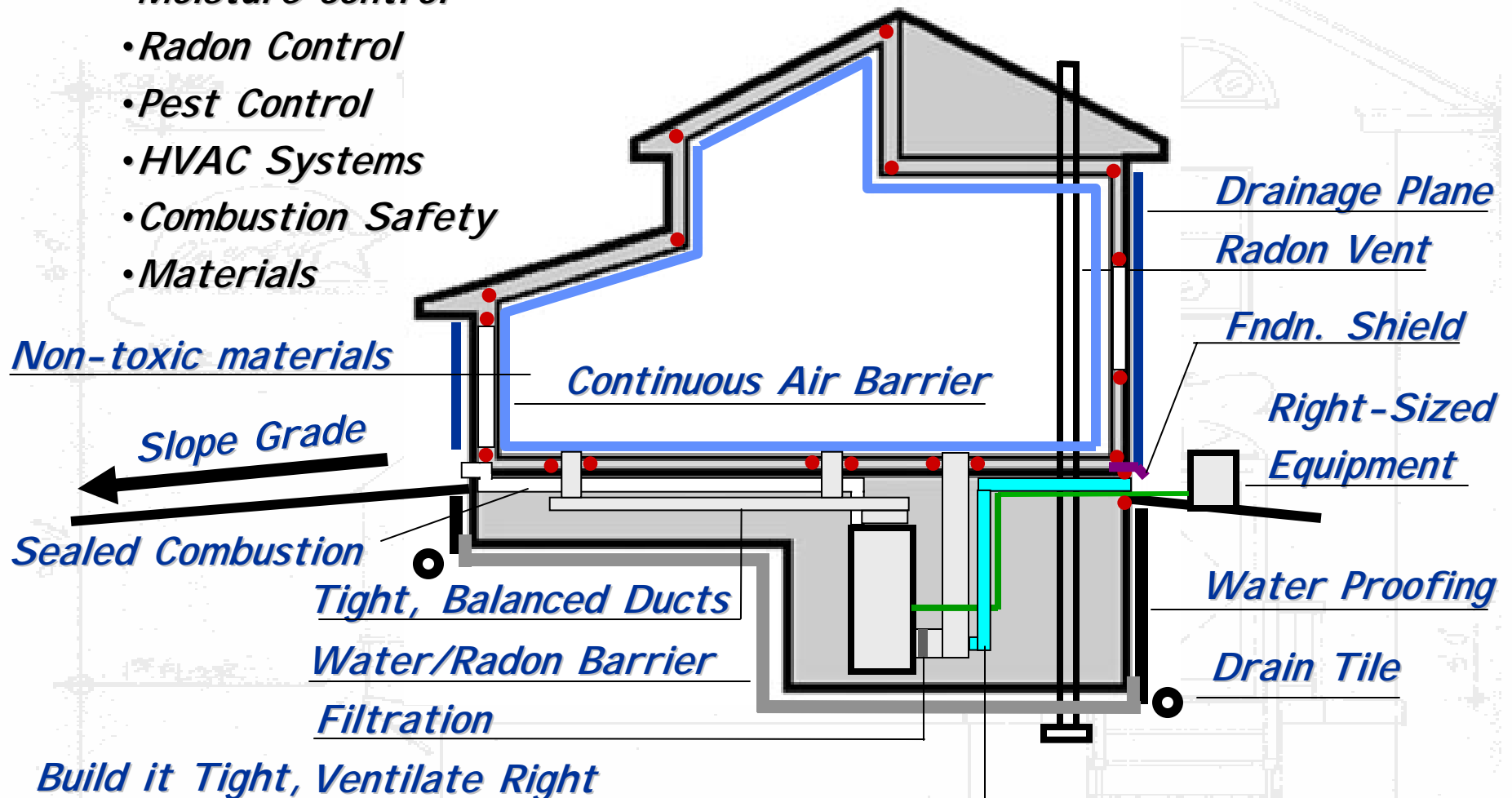
2003



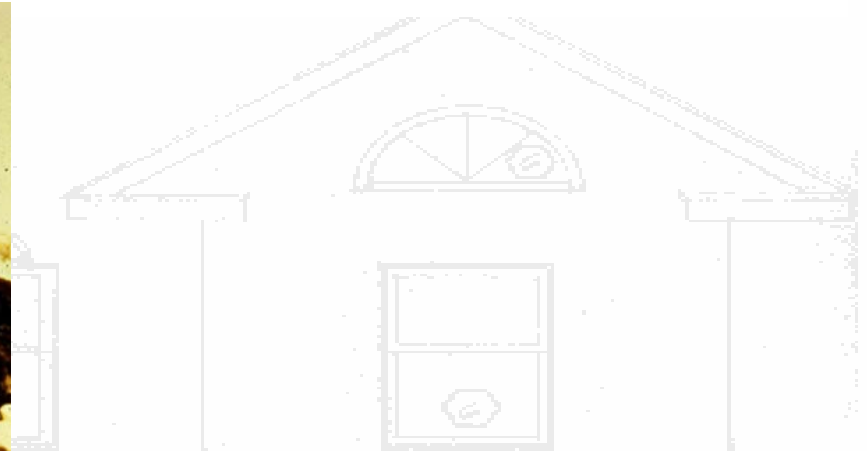
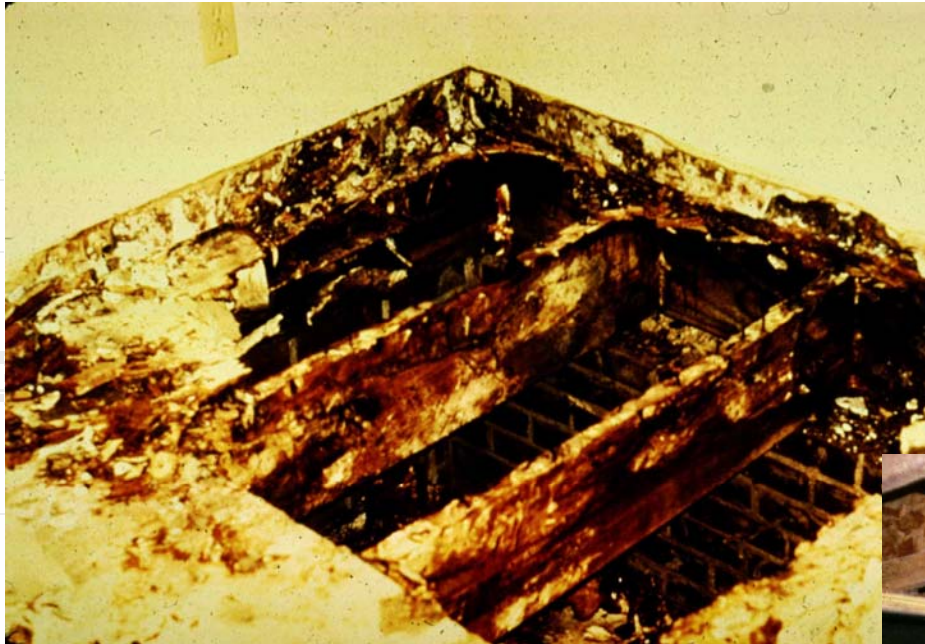
PROPOSED IAQ LABEL SPECIFICATION: ENERGY STAR FOR HOMES PLUS...



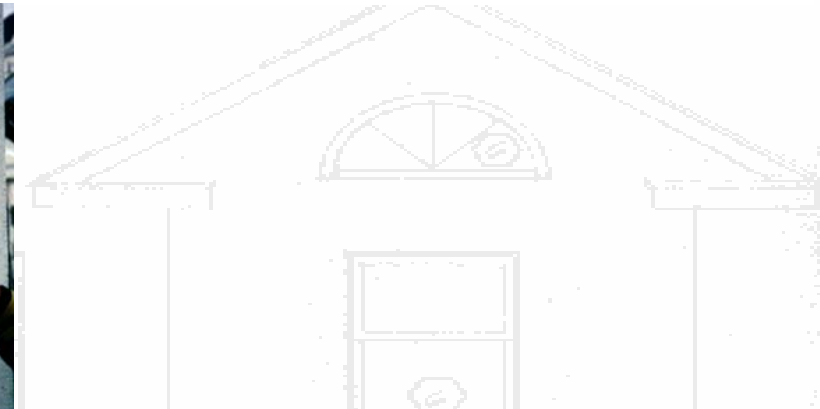
- *Moisture control*
- *Radon Control*
- *Pest Control*
- *HVAC Systems*
- *Combustion Safety*
- *Materials*



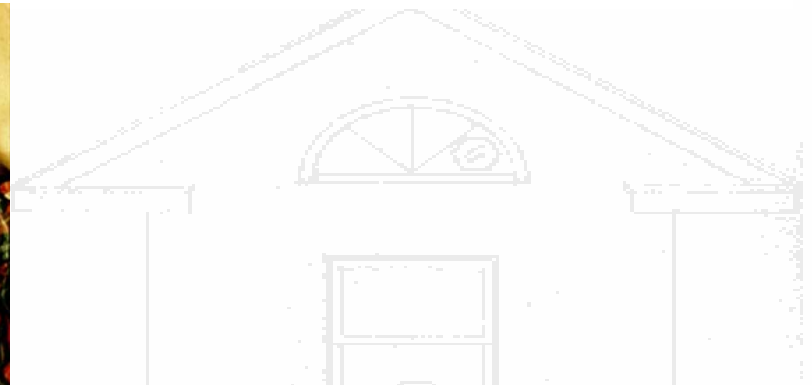
MOISTURE CONTROL: FOUNDATION VAPOR BARRIER



MOISTURE CONTROL: DOOR/WINDOW PAN FLASHING



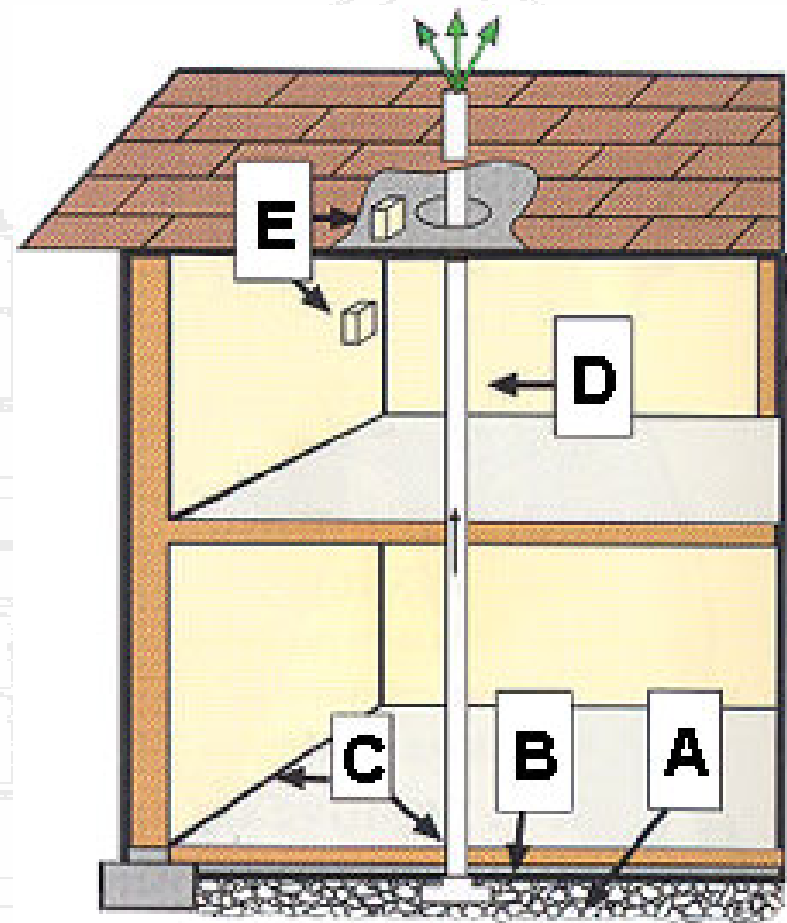
MOISTURE CONTROL: DRAINAGE PLANE



RADON CONTROL: RADON RESISTANT CONSTRUCTION



- A. Gas Permeable Layer**
(4" clean gravel)
- B. Plastic Sheet**
(under slab or over crawl space floor)
- C. Sealing and Caulking**
(all openings in concrete floor)
- D. Vent Pipe**
(3 or 4 inch PVC pipe)
- E. Junction Box**
(installed in case venting fan is needed later)

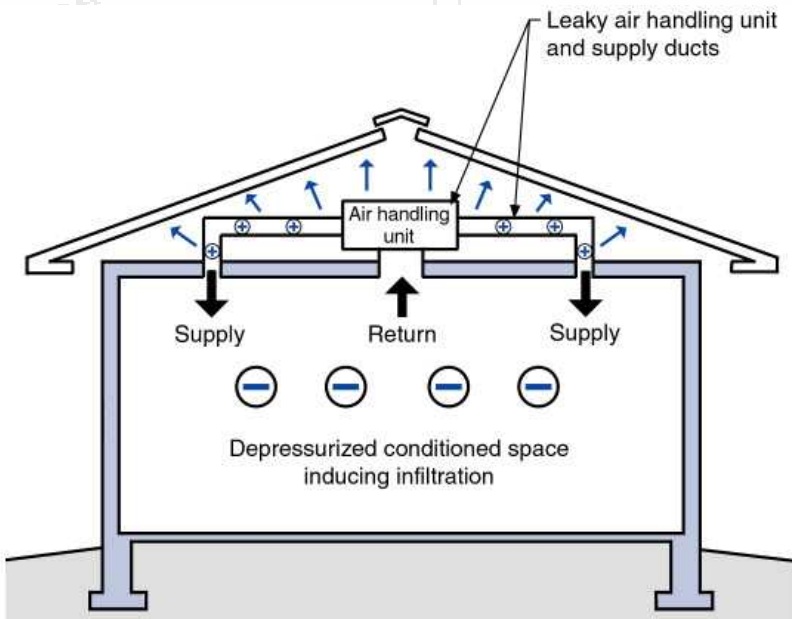


PEST CONTROL: TERMITE SHIELD

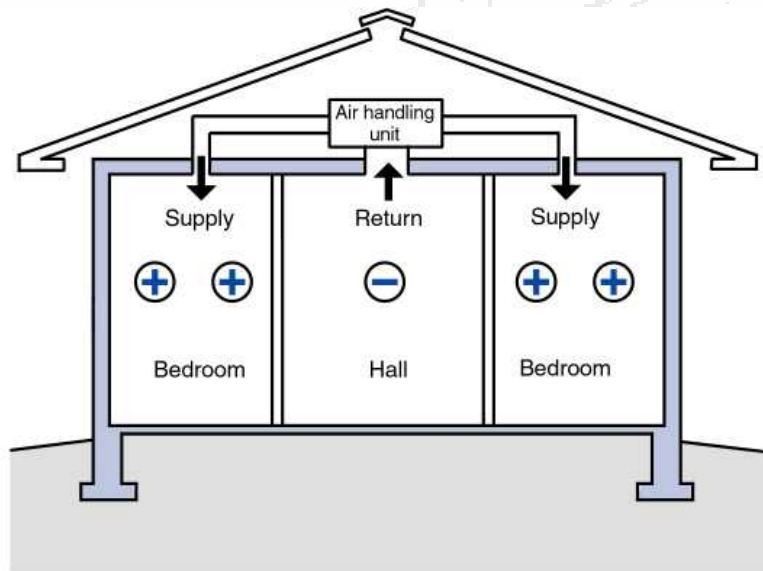


Courtesy of Building Science Corp.

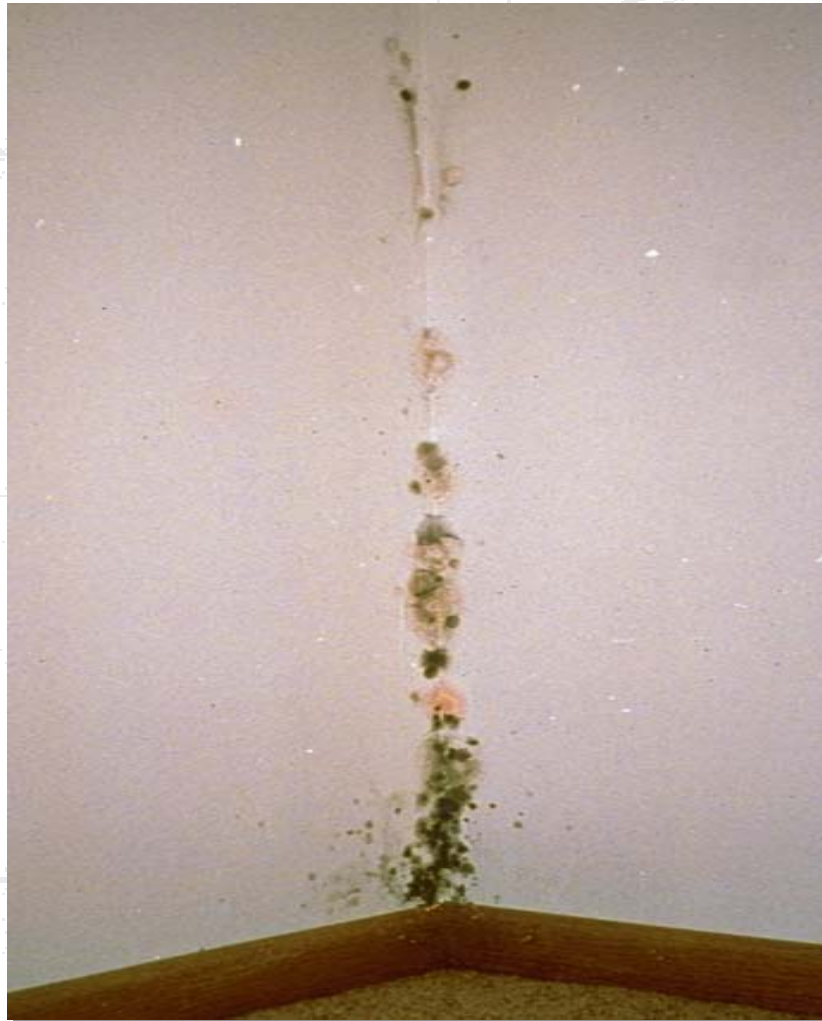
HVAC SYSTEMS: DUCT SEALING



HVAC SYSTEMS: PRESSURE BALANCING HOMES



HVAC SYSTEMS: MECHANICAL VENTILATION



COMBUSTION SAFETY: SEALED COMBUSTION/POWER VENTING



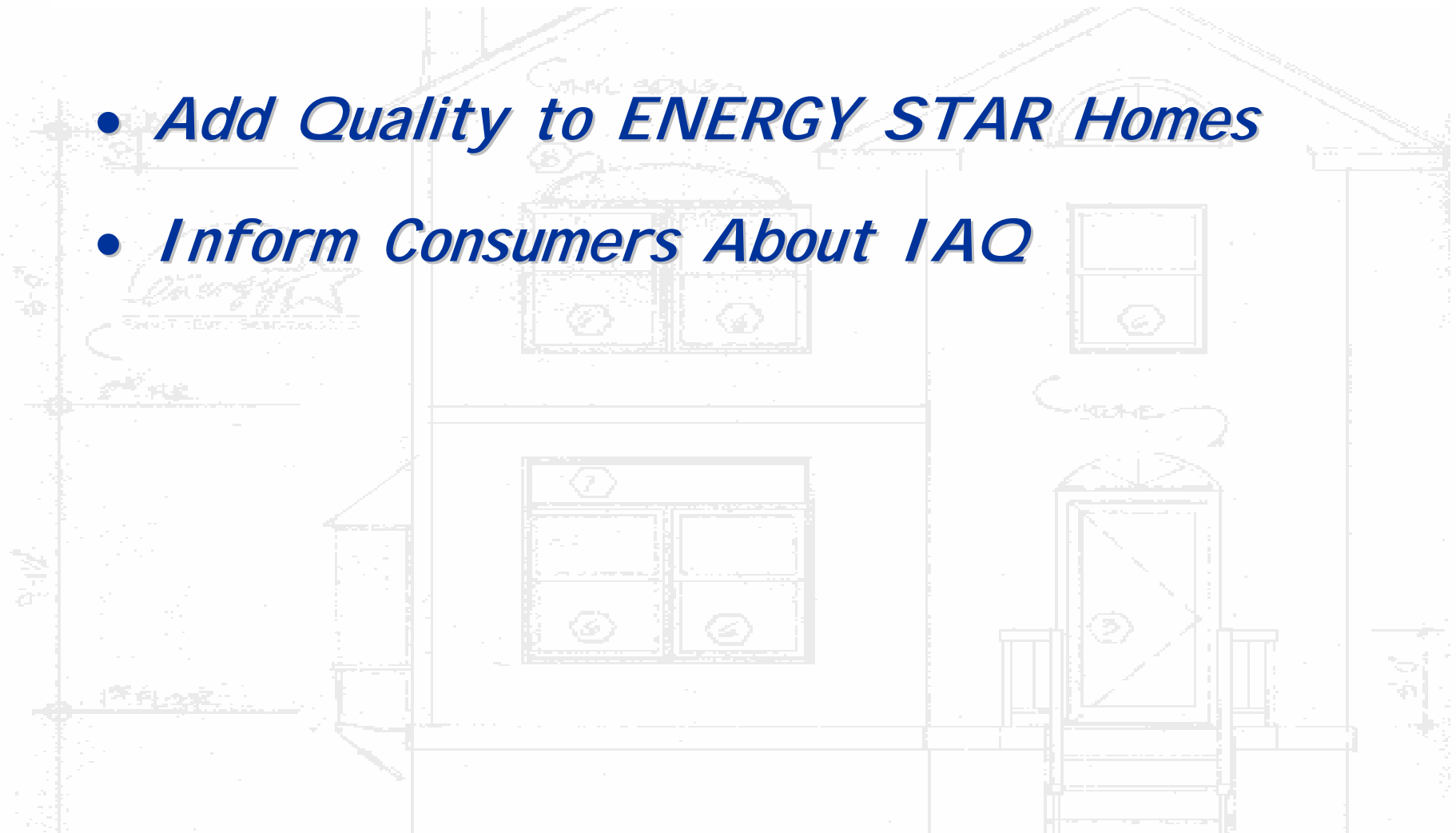
BUILDING MATERIALS: PROTECTION



WHY ENERGY STAR W/IAQ



- *Add Quality to ENERGY STAR Homes*
- *Inform Consumers About IAQ*



IAQ REASONABLE COST ANALYSIS



	Monthly Cost/Savings/Value	
	Advanced Bldr.	Progressive Bldr.
Incremental Cost	(\$11)	(\$21)
Added Energy Savings	\$13	\$13
Est. Insurance Savings	\$10	\$10
Est. Home Owner Value	\$30	\$30
Positive Cash Value	~\$40	~\$30

SO WHAT DO WE CALL IT: **AIR+**





CONSUMER SALES MESSAGE



<\$. 75/day *provides your family:*

- *Over 100,000 cf of fresh, filtered outdoor air*
- ***Additional protection against:***
 - *mold and mildew problems*
 - *radon exposure*
 - *harmful pests and termites*
 - *harmful formaldehyde and VOCs*
 - *combustion safety*
 - *wet basements*



BUILDER SALES MESSAGE



- *Meet Growing Buyer Preference*
- *Increase Revenues*
- *Reduce Liability*
- *Reduce Insurance Costs (future?)*

- *Complete Final Spec*
9/04
- *Coordinate with HERS Industry*
10/04
- *Launch Pilot*
11/04 (e.g., 3 test markets)
- *Negotiate Rates with Insurance Industry*
10/04 - 10/06
- *Evaluate Pilot*
11/04 - 11/06
- *Modify/Expand Program*
11/06